

Before the
POSTAL REGULATORY COMMISSION
WASHINGTON, DC 20268-0001

COMMENT TO RESPONSE OF THE UNITED STATES
POSTAL SERVICE TO ORDER NO. 1366

Docket No. MC2012-26

Total Choice Shipping and Printing
619 Church Street
Ottumwa, Iowa 52501

The enhanced PO Box services currently being offered by the Post Office create a competitive product with an unfair competitive advantage. We are a small neighborhood business that will have a negative impact on our sales as PO Box enhancements become fully implemented and general knowledge.

The enhanced PO Box services currently being offered that I oppose include:

- Offering Post Office Box renters the use of the Post Office street address for Post Office Box addressing.
- Removing the PO Box designation when using a street address.
- Offering Post Office Box renters email notification of mail delivery.
- Offering Post Office Box renters the ability to receive packages from private carriers.

My objections to this are as follows.

1: The USPS claims that some companies will not deliver their products to a PO Box due to fraud. By masking the actual PO Box with a street address USPS is assisting in deceiving the merchants that they are not shipping goods to a PO Box. USPS is going to cause my business harm in the same manner that they are deceiving the merchant. Once it becomes common knowledge that the USPS is using the # sign to mask their PO Boxes, CMRA addressing will be swept up with that same brush and we will end up losing customers because of the required addressing standards that the USPS has imposed on CMRA's.

2: The acceptance of the packages at the street address causes a conflict with the USPS policy and procedures of getting a signature for accountable, insurable and registered mail products. The expectation and legal right of the mailer is being misused and deceived by the blanket acceptance form the USPS will require for the acceptance of mail at the street address. Is the acceptance of a package at the street address using the release sufficient to maintain the high standards of the registered mail piece, or the court recognized certified mail piece or even the USPS own standards for the insured mail piece?

3: Street addressing costs and logistics involved do not justify a no charge bundling of this service. By the USPS's own admission there is a cost involved in moving those packages from a receiving area to the delivery area. If there is cost then there needs to be postage to cover those costs. I cannot hand mail, directed to the local postmaster, to my letter carrier for internal delivery to a postmaster without placing a stamp on it, so everything handled by USPS personnel needs some sort of postage. While there has been a 25% increase in pricing nothing in the USPS filing shows a breakdown of costs to prove that the costs of implementing these specific new additional services is covered by the increase.

4: The USPS has not shown the detailed costs involved in providing the form completion, at the retail counter, the database support or the costs involved in physically storing these street address packages for pickup at the retail counter. Additionally the time spent, at the retail counter, retrieving and handing said packages over to the mailbox holder have not been detailed. In conclusion email notification and street

addressing as premium service doesn't seem to be what the public wants. With 66,000 mailbox customers canceling or not renewing in the first 6 months of the program it raises the question of what the PO Box customer really wants. In my experience the PO Box customer wants an inexpensive place to receive their mail and generally know when their mail is placed in the PO Box. These services are adding costs to people and businesses who are value purchasers rather than convenience and service customers. For all the reasons I have outlined I feel that these services are not benefiting the USPS and in fact have the chance of further damaging the high standards the USPS operates under.

In reality, these enhancements allow the USPS to offer an identical service to Private Mail Box (PMB) Service. The CMRA regulations established by the USPS create an unfair advantage for the USPS in offering those services. Those unfair regulatory advantages include, but are not limited to:

- The requirement to handle mail for 6 months for departed or cancelled customers. As a store owner, I have to apply new postage to any item that is forwarded during this term.
- The inability for PMB customers to file a change of address form once their contract has ended with the CMRA.
- The inability for PMB customers to get the same free forwarding service offered to PO Box customers.

Additionally, the USPS has publicly expressed their desire to move from 6-day to 5-day delivery. The USPS has repeatedly stated that as their plan stands today, PO Box customers would continue to receive 6-day delivery while PMB customers would not. Should the Post Office to get approval of their desired 5-day delivery plan, they would gain yet another unfair advantage over PMB service.

It is unreasonable to ask small businesses like myself to compete with the Post Office when that entity gives itself regulatory advantages on like services and products. When the Post Office first sought to move the PO Box service from the Market Dominant to Competitive category, no mention was made of adding any enhancements. These enhancements change the basic product, and when combined with the CMRA regulations, create a distinct and unfair competitive advantage for the USPS.

I respectfully request that the Commission advise the Post Office to cease offering these PO Box enhancements as soon as possible.

Jim Brown
President, Total Choice Shipping and Printing
07-24-12